

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES — SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST 1982

EVENING 7:00-11:00 PM

HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
	11.0 12	13.2 9	13.6 30	IFR	IFR	12.2 7	13.2 29	12.7 31	11.7 29	12.9 40	12.5 69	11.1 17	12.2 86

EVENING 6:00-7:00PM

MONDAY-FRIDAY 11:30-1:00AM

WEEKDAY DAYTIME 10:00AM-4:30PM

WEEKEND DAYTIME

HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 4:30PM			Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly					10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM		Regular	Special(3)	Total(3)
	7.1 5	9.9 3	4.9 11	6.6 14	6.1 5	6.2 4	5.5 12	7.0 12	6.4 24	4.1 31	6.3 5	4.6 9	5.5 14

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING — TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 8, 1982

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	24.7	20,130
2	M*A*S*H#	21.3	17,360
3	TOO CLOSE FOR COMFORT	20.0	16,300
4	THREE'S COMPANY	19.4	15,810
5	HOUSE CALLS#	19.3	15,730
6	JEFFERSONS	18.9	15,400
7	TRAPPER JOHN, M.D.	18.8	15,320
8	60 MINUTES	18.7	15,240

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
9	HART TO HART	17.7	14,430
10	WKRP IN CINCINNATI	17.4	14,180
11	ALICE	16.8	13,690
12	LOU GRANT#	16.5	13,450
13	LAVERNE & SHIRLEY	16.4	13,370
14	FANTASY ISLAND	16.1	13,120
15	GIMME A BREAK	15.9	12,960
15	HILL STREET BLUES	15.9	12,960

KEY: A = CURRENT REPORT B = SEASON AVERAGE

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1982 REPORT

PROGRAM NAME														PROGRAM NAME															
T/C THIS SEASON														T/C THIS SEASON															
NO. OF STATIONS														NO. OF STATIONS															
PROGRAM COVERAGE														PROGRAM COVERAGE															
HOUSEHOLD AUDIENCES														HOUSEHOLD AUDIENCES															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
EVENING CONT'D																													
FAERIES(S)						195		99		A	9.3	20	758	LITTLE HOUSE-PRAIRIE						34		213		99	A	9.6	19	782	
1 SAT. 8.30P 30 CBS EA														2 MON. 8.00P 60 NBC GD										B	16.9	26	1377		
FALCON CREST							202		99	A	10.2	22	831	LOU GRANT						30		195		99	A	16.5	31	1345	
2 FRI. 10.00P 60 CBS GD										B	11.6	24	945	2 MON. 10.00P 60 CBS GD										B	15.8	26	1288		
FALL GUY							203	201	99	99	A	14.3	25	1165	LOVE BOAT						40	203	204	97	99	A	15.5	32	1263
1 WED. 9.41P 60 ABC A										B	17.7	29	1443	SAT. 9.00P 60 ABC CS										B	19.7	35	1606		
2 WED. 9.00P 60														LOVE, SIDNEY						7	184	191	96	97	A	13.3	24	1084	
FAME								190		97	A	9.8	20	799	1 WED. 10.00P 30 NBC CS										B	12.9	23	1051	
2 THU. 8.00P 60 NBC GD										B	13.2	23	1076	2 WED. 9.30P 30															
FANTASY ISLAND							202	203	97	99	A	16.1	34	1312	MAGNUM, P.I.						39	202	199	99	98	A	14.9	30	1214
SAT. 10.00P 60 ABC A										B	17.7	33	1443	THU. 8.00P 60 CBS PD										B	19.3	33	1573		
FATHER MURPHY							195		97	A	10.0	19	815	MAKING A LIVING						8	199	193	99	98	A	9.8	22	799	
1 TUE. 8.00P 60 NBC GD										B	9.2	18	750	FRI. 8.30P 30 ABC CS										B	9.9	21	807		
FLINTSTONES-LEAGUE(S)							202		96	A	4.9	11	399	M*A*S*H						36		199		99	A	21.3	36	1736	
1 SUN. 7.00P 30 NBC EA														2 MON. 9.00P 30 CBS CS										B	20.7	32	1687		
FLINTSTONES SPECIAL(S)								197		98	A	7.7	17	628	MCCLAIN'S LAW						2	187		95	A	13.0	23	1060	
2 SUN. 7.00P 60 NBC EA														1 TUE. 10.00P 60 NBC OP										B	12.1	22	986		
GAME AND ITS GLORY(S)							183		97	A	5.0	11	408	MISS UNIVERSE PAGEANT(S)							196		99	A	24.7	43	2013		
2 SAT. 10.00P 60 NBC SC														1 MON. 9.00P 126 CBS AC															
														MORK & MINDY						4	191	191	98	98	A	8.8	18	717	

GIMME A BREAK					34	187	193	96	97	A	15.9	29	1296	THU.	8.00P	30	ABC	CS							B	8.5	18	693
THU.	9.30P	30	NBC	CS						B	16.5	27	1345	NASHVILLE PALACE						6	189	184	97	96	A	7.3	15	595
GREATEST AMERICAN	HERO				36	202	201	99	99	A	12.4	24	1011	SAT.	9.00P	60	NBC	GV							B	7.3	15	595
1 WED.	8.41P	60	ABC	CS						B	15.1	25	1231	NBC MAGAZINE						9	182		95		A	7.7	16	628
2 WED.	8.00P	60												1 SAT.	10.00P	60	NBC	DN						B	8.1	17	660	
HAPPY DAYS					39	204	204	99	99	A	15.5	32	1263	NBC MAJOR LGE. PRE-TUE.(S)								200	99	A	7.0	16	571	
TUE.	8.00P	30	ABC	CS						B	18.4	30	1500	2 TUE.	8.00P	18	NBC	SC										
HARPER VALLEY					6	185	170	93	91	A	8.9	19	725	NBC MAJOR LGE. BSBL-TUE.(S)								204	99	A	10.1	19	823	
SAT.	8.30P	30	NBC	CS						B	8.4	19	685	2 TUE.	8.18P	163	NBC	SE										
HART TO HART					37	203	201	99	99	A	17.7	33	1443	NBC MONDAY NIGHT MOVIES						32	198	199	99	98	A	10.2	18	831
TUE.	10.00P	60	ABC	PD						B	20.3	34	1654	1 MON.	8.00P	120	NBC	FF							B	16.3	26	1328
HERE'S BOOMER					6	186	172	94	91	A	8.1	19	660	2 MON.	9.00P	120												
SAT.	8.00P	30	NBC	GD						B	7.7	18	628	NBC NEWS CAPSULE-M-F						25	165	170	88	89	A	8.8	17	717
HILL STREET BLUES					36	199	209	97	99	A	15.9	30	1295	1 MON.	9.11P	1	NBC	N							B	9.0	18	734
THU.	10.00P	60	NBC	OP						B	18.0	32	1467	1 TU&TH	8.58P	1												
HOUSE CALLS					9		197		99	A	19.3	34	1573	1 WED.	9.28P	1												
2 MON.	9.30P	30	CBS	CS						B	17.4	30	1418	1 FRI.	9.02P	1												
JEFFERSONS					33	197	198	99	99	A	18.9	33	1540	2 MWTH	8.58P	1												
SUN.	9.30P	30	CBS	CS						B	21.6	34	1760	2 TUE.	8.16P	1												
KNOTS LANDING					12		191		98	A	11.2	21	913	2 FRI.	9.01P	1												
2 THU.	10.00P	60	CBS	GD						B	12.7	23	1035	NBC NEWS CAPSULE-2-M-F						13	172	174	90	90	A	8.7	16	709
LAVERNE & SHIRLEY					13	203	204	99	99	A	16.4	32	1337	1 M & F	9.58P	1	NBC	N							B	9.7	18	791
TUE.	8.30P	30	ABC	CS						B	14.9	27	1214	1 WED.	10.28P	1												
LEWIS AND CLARK					5	178		92		A	5.1	12	416	2 MON.	9.50P	1												
1 FRI.	8.00P	30	NBC	CS						B	4.8	11	391	2 W & F	9.58P	1												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

8 PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
EVENING CONT'D																																											
NBC NEWS CAPSULE-SAT					5	160	150	85	82	A	7.7	17	628	60 MINUTES SUN.					42	204	206	99	99	A	18.7	41	1524	THREE'S COMPANY TUE.					39	206	204	99	99	B	24.2	42	1972		
SAT. 8.58P 1 NBC N										B	7.7	17	628	CBS DN																ABC CS					9	195	189	96	93	A	19.4	35	1581
NBC NEWS CAPSULE-SUN					5	174	177	89	92	A	10.4	20	848	TODAY'S FBI SAT.					9	195	189	96	93	A	9.7	22	791	8.00P 60 ABC OP										B	22.2	35	1809		
SUN. 8.58P 1 NBC N										B	11.5	22	937																										A	9.7	22	791	
NBC NEWS CAPSULE-2-SUN.					2		181		93	A	12.0	21	978	TOO CLOSE FOR COMFORT TUE.					36	207	204	99	99	A	20.0	35	1630	TRAPPER JOHN, M.D. SUN.					34	198	198	99	99	B	9.7	22	791		
2 SUN. 9.41P 1 NBC N										B	11.2	20	913	30 ABC CS															60 CBS GD										A	20.0	35	1630	
NBC NIGHTLY NEWS-SAT.					37	168	166	87	88	A	7.4	19	603	20/20 THU.					36	202	201	99	99	A	12.0	23	978	2 TUE. 8.30P 30 CBS CS					6		191		98	B	21.7	34	1769		
SAT. 6.30P 30 NBC N										B	8.5	17	693	30 ABC DN																									A	18.8	34	1532	
NBC NIGHTLY NEWS-SUN.					33	167	163	86	85	A	6.6	16	538	WALT DISNEY 1 SAT.					38	194	195	99	98	A	9.5	21	774	8.00P 120										B	19.8	34	1614		
SUN. 6.30P 30 NBC N										B	7.7	16	628	WKRP IN CINCINNATI MON.					8	194	192	97	98	A	17.4	32	1418	8.30P 30 CBS CS										B	8.4	16	685		
NBC NIGHTLY NEWS					207	203	201	98	98	A	9.1	20	742	*LATE FRINGE																													
M-F 6.30P 30 NBC N										B	11.7	22	954																														
NBC SUNDAY NIGHT MOVIE					32	200	199	98	99	A	11.9	21	970																														
SUN. 9.00P 120 NBC FF										B	15.4	25	1255																														
NEWSBREAK-M-F					203	183	180	93	93	A	10.6	21	864																														
MON. 8.28P 1 CBS N										B	14.3	23	1165																														
1 TUE. 8.56P 2																																											
1 WED. 9.39P 1																																											
1 TH & F 8.58P 1																																											
2 TU-F 8.58P 1																																											

NEWSBREAK-SAT.					41	185	187	96	96	A	9.4	21	766	ABC MOVIE OF THE WEEK					25	152		86		A	2.5	10	204											
1 SAT. 8.28P	1	CBS N								B	12.3	22	1002	1 MON. 12.04A	71	ABC FF								B	3.0	14	245											
2 SAT. 8.57P	2													ABC MOVIE OF THE WEEK-2					20	151		86		A	1.4	9	114											
NEWSBREAK-SUN.					42	182	183	95	96	A	12.9	25	1051	1 MON. 1.15A	12	ABC FF								B	2.3	16	187											
SUN. 8.58P	1	CBS N								B	18.4	29	1500	ABC NEWS:NIGHTLINE-MON					8	191	188	97	97	A	3.4	14	277											
ONE DAY AT A TIME					34	197	197	99	99	A	14.2	28	1157	1 MON. 11.30P	34	ABC N								B	4.7	16	383											
SUN. 8.30P	30	CBS CS								B	19.0	31	1549	2 MON. 2.05A	30																							
ONE OF THE BOYS					1		172		91	A	5.5	13	448	ABC NEWS:NIGHTLINE-T-F					175	189	189	96	97	A	6.0	17	489											
2 FRI. 8.00P	30	NBC CS								B	5.5	13	448	1 TUTHF 11.30P	30	ABC N								B	7.2	20	587											
POLICE SQUAD					5	202	200	99	98	A	10.5	19	856	2 TUE. 11.30P	37																							
THU. 9.30P	30	ABC CS								B	10.7	20	872	2 W-F 11.30P	30																							
PRIVATE BENJAMIN					9	191	192	97	98	A	13.8	28	1125	ABC NEWS:NIGHTLINE(B)										A	4.3	16	350											
MON. 8.00P	30	CBS CS								B	13.9	28	1133	1 WED. 12.11A	30	ABC N																						
QUINCY, M.E.					35	193	197	97	98	A	13.5	26	1100	ABC WEEKEND REPORT-SAT.					41	168	169	89	89	A	6.2	14	505											
1 WED. 10.30P	60	NBC OP								B	16.0	28	1304	SAT. 11.00P	15	ABC N								B	6.3	14	513											
2 WED. 10.00P	60													ABC WEEKEND REPORT-SUN.					42	169	173	91	91	A	3.8	11	310											
REAL PEOPLE					40	194	204	97	99	A	12.7	25	1035	1 SUN. 11.26P	15	ABC N								B	4.7	11	383											
1 WED. 8.39P	51	NBC PV								B	17.8	29	1451	2 SUN. 11.57P	15																							
2 WED. 8.00P	60													CBS SUNDAY NEWS-OSGOOD					43	126	126	70	70	A	6.1	13	497											
REVENGE OF THE GRAY GANG(S)						202		99		A	10.7	18	872	SUN. 11.00P	15	CBS N								B	6.6	14	538											
1 MON. 10.00P	60	NBC GD												DAVID LETTERMAN I					99	180	181	93	94	A	3.0	14	245											
SCAMPS(S)						202		96		A	5.7	12	465	1 MTUTH 12.30A	30	NBC GV								B	2.9	15	236											
1 SUN. 7.30P	30	NBC CS												1 WED. 1.00A	30																							
SIMON & SIMON					4		193		97	A	13.0	24	1060	2 M-TH 12.30A	30																							
2 THU. 9.00P	60	CBS PD								B	13.1	24	1068	DAVID LETTERMAN II					99	180	182	93	94	A	2.2	13	179											

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1982 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)			
LATE FRINGE CONT'D														SATURDAY NIGHT						35		199		98	A	7.5	24	611		
DAVID LETTERMAN I-CONT'D														2 SAT. 11.30P						72	NBC	GV			B	7.7	23	628		
1 MTUT						1.00A	30			B	2.1	14	171	SCTV NETWORK						35		178	178	97	97	A	3.5	17	285	
1 WED.						1.30A	30							FRI. 12.30A						90	NBC	GV			B	3.3	16	269		
2 M-TH						1.00A	30							TONIGHT SHOW						209		205	205	99	99	A	6.4	20	522	
FANTASY ISLAND-12.00						41	155	156	88	88	A	3.6	15	293	1 MTUTHF 11.30P						60	NBC	GV			B	6.8	22	554	
1 TUE.						12.00M	69			B	3.3	15	269	1 WED. 12.00M						60										
2 TUE.						12.07A	68							2 M-F 11.30P						60					A	6.6	20	538		
FRIDAYS							167		94		A	3.9	14	318	TWILIGHT THEATRE(S)							200		98						
1 FRI. 12.00M						71				B	4.5	16	367	1 SAT. 11.30P						80	NBC	CV			A	6.6	20	538		
FRIDAYS-PART 2							167		94		A	3.1	14	253	VEGA\$-12.00						40		150	150	86	86	A	3.3	14	269
1 FRI. 1.11A						9				B	3.5	17	285	THU. 12.00M						69	ABC	PD			B	3.0	14	245		
LATE MOVIE I						206	165	165	88	87	A	6.1	20	497	WEEKDAY DAYTIME															
1 MON. 11.38P						77				B	6.2	21	505	ABC DAYTIME NEWSBRIEF-M-F						209		176	176	93	93	A	8.8	29	717	
1 TUE. 11.30P						73								M-F 1.57P						2	ABC	N			B	8.6	30	701		
1 WED. 12.06A						77								ABC NEWS THIS MORNING-645						25		134	134	85	85	A	1.7	20	139	
1 THU. 11.30P						71								M-F 6.45A						15	ABC	N			B	1.6	18	130		
1 FRI. 11.30P						75								AFTERNOON PLAYHOUSE-TUE(S)									138		82	A	4.3	14	350	
2 M & TH 11.30P						71								2 TUE. 4.30P						60	CBS	CL								
2 TUE. 11.30P						70								ALICE-M-F						205		153	154	89	89	A	6.6	29	538	
2 WED. 11.30P						80																								
2 FRI. 11.30P						81																								

LATE MOVIE II					206	165	165	88	87	A	4.2	22	342	M-F	10.30A	30	CBS	CS							B	5.6	26	456
1 MON. 12.55A					42	CBS	FF			B	4.4	25	359	ALL MY CHILDREN				209	201	202	98	99	A	10.0	32	815		
1 TUE. 12.43A					45								M-F	1.00P	60	ABC	DD						B	9.3	32	758		
1 WED. 1.23A					42								ANOTHER WORLD					202	201	201	99	99	A	4.9	17	399		
1 THU. 12.41A					49								M-F	2.00P	60	NBC	DD						B	4.5	16	367		
1 FRI. 12.45A					43								AS THE WORLD TURNS					207	201	201	99	99	A	7.4	25	603		
2 MON. 12.41A					46								M-F	1.30P	60	CBS	DD						B	7.1	25	579		
2 TUE. 12.40A					39								CAPITOL					85	192	192	96	96	A	5.7	21	465		
2 WED. 12.50A					37								M-F	2.30P	30	CBS	DD						B	5.2	20	424		
2 THU. 12.41A					47								CAPTAIN KANGAROO					135	80	78	63	63	A	<<				
2 FRI. 12.51A					41								M-F	6.30A	30	CBS	C						B	.5	5	41		
LOVE BOAT-12.00					40								CHIPS M-F					69	158	159	86	87	A	4.5	16	367		
1 WED. 12.41A					69	ABC	CS			B	3.8	18	310	M-F	3.00P	60	NBC	OP						B	3.9	14	318	
2 WED. 12.00M					68								DAYS OF OUR LIVES					204	204	204	99	99	A	6.5	21	530		
NBC LATE NIGHT MOVIE					41								M-F	1.00P	60	NBC	DD						B	5.6	19	456		
1 SUN. 11.30P					43	NBC	FF			B	1.7	7	139	DIFFRENT STROKES M-F					75	122	124	79	80	A	4.6	22	375	
2 SUN. 11.30P					42								M-F	10.00A	30	NBC	CS						B	3.3	17	269		
NBC NEWS OVERNIGHT-M-F					25								DOCTORS					85	137	136	71	69	A	2.3	9	187		
1 MTUTH 1.30A					30	NBC	N			A	1.4	11	114	M-F	12.00N	30	NBC	DD						B	2.1	8	171	
1 WED. 2.00A					45					B	1.4	11	114	EARLY TODAY M-F					24	168	168	91	90	A	1.1	14	90	
FRI. 2.00A					30								M-F	6.30A	25	NBC	N						B	1.1	14	90		
2 MON. 1.30A					43								EDGE OF NIGHT					201	156	158	80	80	A	4.3	15	350		
2 TUE. 1.30A					44								M-F	4.00P	30	ABC	DD						B	4.8	15	391		
2 WED. 1.30A					31								FAMILY FEUD					209	173	174	91	91	A	6.9	26	562		
2 THU. 1.30A					45								M-F	12.00N	30	ABC	QP						B	6.7	26	546		
PGA CHAMPIONSHIP-FRI(S)																												
2 FRI. 12.00M					30	ABC	SE			A	2.8	10	228															

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

12 PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1982 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WEEKDAY DAYTIME CONT'D														WEEKEND DAYTIME														
GENERAL HOSPITAL					207	204	204	99	99	A	9.6	33	782	ABC WEEKEND SPECIALS					34	185	170	94	88	A	5.0	21	408	
M-F 3.00P 60 ABC DD										B	10.7	35	872	SAT. 12.00N 30 ABC FV										B	5.5	20	448	
GOOD MORNING, AMERICA-730					209	207	207	99	99	A	4.7	31	383	ABC WIDE WORLD-SPORTS SAT					31	205	202	99	99	A	6.8	22	554	
M-F 7.30A 30 ABC N										B	5.2	29	424	1 SAT. 5.00P 90 ABC SA										B	8.9	22	725	
GOOD MORNING, AMERICA-830					209	206	207	98	99	A	5.1	27	416	2 SAT. 1.30P 232														
M-F 8.30A 30 ABC N										B	5.3	26	432	AMERICAN BANDSTAND '82					33	171	153	83	81	A	4.4	17	359	
GUIDING LIGHT					206	204	204	99	99	A	7.2	25	587	SAT. 12.30P 60 ABC PC										B	4.6	16	375	
M-F 3.00P 60 CBS DD										B	7.6	25	619	BETCHA DON'T KNOW-8:28AM					28	178	176	94	94	A	3.3	31	269	
LOVE BOAT DAYTIME					208	188	187	96	96	A	7.6	31	619	SAT. 8.28A 2 NBC CN										B	4.1	29	334	
M-F 11.00A 60 ABC CS										B	6.3	28	513	BETCHA DON'T KNOW-9:28AM					29	206	207	99	99	A	6.7	39	546	
MORNING-KURTIS & SAWYER 1					95	183	184	99	99	A	2.6	17	212	SAT. 9.28A 2 NBC CN										B	8.3	40	676	
M-F 7.30A 30 CBS N										B	2.7	15	220	BETCHA DON'T KNOW-10:28AM					28	195	195	96	97	A	4.7	22	383	
MORNING-KURTIS & SAWYER 2					95	183	184	99	99	A	2.8	15	228	SAT. 10.28A 2 NBC CN										B	5.3	22	432	
M-F 8.30A 30 CBS N										B	2.8	14	228	BETCHA DON'T KNOW-11:58AM					27	177	179	91	91	A	3.8	16	310	
NEWSBREAK-11.57					204	168	168	90	90	A	6.9	27	562	SAT. 11.58A 2 NBC CN										B	4.2	16	342	
M-F 11.57A 2 CBS N										B	6.5	27	530	BETCHA DON'T KNOW-12:28PM					28	160	160	76	77	A	3.4	14	277	
NEWSBREAK-3.57					206	182	185	95	95	A	6.0	20	489	SAT. 12.28P 2 NBC CN										B	4.5	17	367	
M-F 3.57P 2 CBS N										B	6.4	20	522	BLACKSTAR					31	190	187	95	95	A	4.7	20	383	
ONE DAY AT A TIME-M-F					203	140	143	83	83	A	4.5	21	367	SAT. 11.30A 30 CBS CA										B	6.0	23	489	

M-F 10.00A 30 CBS CS	209	202	202	99	99	B	4.0	20	326	BUGS BUNNY/ROAD RUNNER 1	32	200	200	99	99	A	4.7	24	383
ONE LIFE TO LIVE						A	8.5	30	693	SAT. 9.30A 30 CBS CA						B	5.7	25	465
M-F 2.00P 60 ABC DD						B	8.9	32	725	BUGS BUNNY/ROAD RUNNER 2	33	200	200	99	99	A	5.4	26	440
PRICE IS RIGHT 1	206	196	193	97	97	A	7.1	30	579	SAT. 10.00A 30 CBS CA						B	7.0	28	571
M-F 11.00A 30 CBS AP						B	6.6	30	538	BUGS BUNNY/ROAD RUNNER 3	33	200	199	98	98	A	5.9	27	481
PRICE IS RIGHT 2	205	196	194	97	97	A	7.9	32	644	SAT. 10.30A 30 CBS CA						B	7.3	29	595
M-F 11.30A 30 CBS AP						B	7.8	33	636	BUGS BUNNY/ROAD RUNNER 4	33	200	199	98	98	A	6.3	28	513
RYAN'S HOPE	208	184	182	97	96	A	6.8	25	554	SAT. 11.00A 30 CBS CA						B	7.6	29	619
M-F 12.30P 30 ABC DD						B	6.7	25	546	CANADIAN OPEN GOLF-SAT(S)		164		91		A	3.4	11	277
SEARCH FOR TOMORROW	85	184	184	93	93	A	3.2	12	261	1 SAT. 3.30P 60 CBS SE									
M-F 12.30P 30 NBC DD						B	3.0	12	245	CANADIAN OPEN GOLF-SUN(S)		186				A	4.3	14	350
TATTLETALES	134	116	115	66	66	A	3.5	12	285	1 SUN. 2.00P 123 CBS SE									
M-F 4.00P 30 CBS QG						B	3.0	10	245	CBS SPORTS SATURDAY	28	183	178	95	93	A	6.0	19	489
TEXAS	70	177	178	89	90	A	3.2	13	261	SAT. 4.30P 90 CBS SA						B	6.6	17	538
M-F 11.00A 60 NBC DD						B	2.6	12	212	CBS SPORTS SUNDAY	5		182		97	A	6.6	19	538
TODAY SHOW-7.30AM	207	207	206	99	99	A	3.3	22	269	2 SUN. 5.13P 52 CBS SA						B	6.4	19	522
M-F 7.30A 30 NBC N						B	4.5	25	367	DAFFY/SPEEDY SHOW	36	160	160	76	77	A	3.4	14	277
TODAY SHOW-8.30AM	208	207	206	99	99	A	3.9	20	318	SAT. 12.00N 30 NBC CA						B	4.7	17	383
M-F 8.30A 30 NBC N						B	4.8	24	391	DEAR ALEX & ANNIE-10.56AM	25	198	187	99	96	A	3.9	17	318
WHEEL OF FORTUNE	69	149	149	85	85	A	5.0	22	408	SAT. 10.56A 3 ABC CN						B	5.1	20	416
M-F 10.30A 30 NBC QG						B	4.0	19	326	DEAR ALEX & ANNIE-11.25AM	42	118	104	79	78	A	2.3	11	187
YOUNG AND THE RESTLESS	207	200	201	99	99	A	7.9	29	644	SUN. 11.25A 4 ABC CN						B	2.7	11	220
M-F 12.30P 60 CBS DD						B	7.3	28	595	FACE THE NATION	43	176	178	97	97	A	3.2	14	261
										SUN. 11.30A 30 CBS CC						B	3.3	13	269

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

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PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKEND DAYTIME CONT'D																															
FLINTSTONE'S COMEDY SHW2						43	178	176	94	94	A	2.5	26	204	NAT'L LONG DRIVING CHAMP(S)							176		89	A	4.2	14	342			
SAT. 8.00A 30 NBC CA											B	2.8	22	228	2 SUN. 3.00P 30 ABC SE																
FONZ AND HAPPY DAYS GANG						25	195	194	98	98	A	5.1	24	416	NATIONAL SPORTS FESTIVAL(S)							194		97	A	5.0	15	408			
SAT. 11.00A 30 ABC CA											B	5.8	24	473	1 SUN. 4.00P 120 ABC SE																
GOLDIE GOLD/ACTION JACK						25	195	194	99	99	A	3.2	18	261	NBC MAJOR LEAGUE PRE GAME						15	203	193	98	92	A	4.6	17	375		
SAT. 9.00A 30 ABC CA											B	3.9	18	318	1 SAT. 2.00P 17 NBC SC											B	4.7	18	383		
HEATHCLIFF & MARMADUKE						25	190	187	97	94	A	5.4	24	440	2 SAT. 2.00P 15																
SAT. 11.30A 30 ABC CA											B	5.8	23	473	NBC MAJOR LEAGUE BASEBALL						16	208	193	98	92	A	6.0	20	489		
IN THE NEWS- 8.26AM						44	192	190	97	97	A	2.5	21	204	1 SAT. 2.17P 163 NBC SE											B	6.6	22	538		
SAT. 8.26A 3 CBS CN											B	2.8	19	228	2 SAT. 2.15P 178																
IN THE NEWS- 8.56AM						44	201	198	99	99	A	2.5	17	204	PGA CHAMPIONSHIP-SAT(S)							205		99	A	6.3	19	513			
SAT. 8.56A 3 CBS CN											B	3.5	19	285	2 SAT. 5.22P 102 ABC SE																
IN THE NEWS- 9.26AM						44	201	198	99	99	A	3.2	18	261	PGA CHAMPIONSHIP-SUN(S)							204		99	A	6.1	17	497			
SAT. 9.26A 3 CBS CN											B	4.4	20	359	2 SUN. 3.30P 214 ABC SE																
IN THE NEWS- 9.56AM						43	200	200	99	99	A	4.9	24	399	POPEYE/OLIVE COMEDY SHOW						33	192	190	97	97	A	2.0	19	163		
SAT. 9.56A 3 CBS CN											B	6.4	27	522	SAT. 8.00A 30 CBS CA											B	2.3	17	187		
IN THE NEWS- 11.56AM						42	190	187	95	95	A	4.0	17	326	RICHIE RICH/SOOBY DOO-1						44	194	194	99	99	A	4.9	26	399		
SAT. 11.56A 3 CBS CN											B	5.5	21	448	SAT. 10.00A 30 ABC CA											B	5.6	25	456		
IN THE NEWS- 12.26PM						42	174	173	89	89	A	3.4	14	277	RICHIE RICH/SOOBY DOO-2						44	198	197	99	99	A	4.9	24	399		
															SAT. 10.30A 30 ABC CA											B	6.4	27	522		

SAT. 12.26P	3	CBS	CN							B	4.4	16	359	SCHOOLHOUSE ROCK-8.26AM	43	183	183	94	95	A	2.0	19	163
IN THE NEWS-12.56PM				40	175	171	89	89	A	4.3	18	350	SAT. 8.26A	4	ABC	CN				B	3.3	22	269
SAT. 12.56P	3	CBS	CN						B	5.3	19	432	SCHOOLHOUSE ROCK-8.55AM	25		194	192	98	98	A	2.9	20	236
IN THE NEWS-1.26PM				38	159	154	85	85	A	3.6	14	293	SAT. 8.55A	4	ABC	CN				B	3.7	20	302
SAT. 1.26P	3	CBS	CN						B	4.5	15	367	SCHOOLHOUSE ROCK-9.25AM	25		195	194	99	99	A	3.3	18	269
IN THE NEWS-10.56AM				44	200	199	98	98	A	5.9	26	481	SAT. 9.25A	4	ABC	CN				B	4.0	18	326
SAT. 10.56A	3	CBS	CN						B	7.2	28	587	SMURFS I	44		206	207	99	99	A	5.1	39	416
IN THE NEWS-11.26AM				44	200	199	98	98	A	6.0	26	489	SAT. 8.30A	30	NBC	CA				B	6.0	36	489
SAT. 11.26A	3	CBS	CN						B	7.2	28	587	SMURFS II	44		206	207	99	99	A	6.9	42	562
KID SUPER POWER I				43	195	195	96	97	A	5.3	27	432	SAT. 9.00A	30	NBC	CA				B	8.2	40	668
SAT. 9.30A	30	NBC	CA						B	6.1	27	497	SPACE STARS I	33		178	179	91	91	A	3.8	17	310
KID SUPER POWER II				43	195	195	96	97	A	5.0	24	408	SAT. 11.00A	30	NBC	CA				B	4.4	17	359
SAT. 10.00A	30	NBC	CA						B	5.8	24	473	SPACE STARS II	33		177	179	91	91	A	3.8	16	310
KIDS ARE PEOPLE TOO I				42	118	103	79	77	A	1.4	7	114	SAT. 11.30A	30	NBC	CA				B	4.4	17	359
1 SUN. 10.30A	30	ABC	CL						B	2.2	9	179	SPIDER-MAN & FRIENDS	34		196	196	96	97	A	5.3	24	432
2 SUN. 10.30A	32												SAT. 10.30A	30	NBC	CA				B	5.8	23	473
KIDS ARE PEOPLE TOO II				42	118	104	79	78	A	2.1	10	171	SPORTSBEAT	18		172		90		A	4.0	12	326
1 SUN. 11.00A	30	ABC	CL						B	2.6	11	212	1 SUN. 3.30P	30	ABC	SC				B	3.2	10	261
2 SUN. 11.02A	28												SPORT BILLY	2		127	132	65	70	A	2.6	11	212
KWICKY KOALA SHOW				27	159	154	85	85	A	3.9	15	318	SAT. 12.30P	30	NBC	CA				B	2.6	11	212
SAT. 1.00P	30	CBS	CA						B	4.7	17	383	SPORTSWORLD	28		183	182	96	91	A	6.1	18	497
LAVERNE AND SHIRLEY				40	196	196	99	99	A	4.3	22	350	SUN. 4.00P	90	NBC	SA				B	6.2	18	505
SAT. 9.30A	30	ABC	CA						B	5.7	25	465	SUNDAY MORNING	44		163	163	92	92	A	3.3	20	269
MEET THE PRESS				41	190	194	97	99	A	3.8	15	310	SUN. 9.00A	90	CBS	N				B	4.6	23	375
SUN. 12.30P	30	NBC	CC						B	3.9	14	318											

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)										
WEEKEND DAYTIME CONT'D																																					
SUPERFRIENDS					44	183	183	94	95	A	2.0	21	163																								
SAT. 8.00A 30 ABC CA										B	3.2	23	261																								
TALLADEGA-500(S)						180		93		A	5.0	15	408																								
1 SUN. 4.03P 117 CBS SE																																					
TARZAN/L.RANGER/ZORRO HR1					33	201	198	99	99	A	2.4	17	196																								
SAT. 8.30A 30 CBS CA										B	3.2	18	261																								
TARZAN/L.RANGER/ZORRO HR2					33	201	198	99	99	A	2.9	17	236																								
SAT. 9.00A 30 CBS CA										B	4.0	19	326																								
THIS WEEK-DAVID BRINKLEY					35	183	182	92	93	A	3.4	15	277																								
SUN. 11.30A 60 ABC N										B	3.5	13	285																								
30 MINUTES					35	164	138	89	75	A	2.8	10	228																								
SAT. 1.30P 30 CBS DN										B	3.5	12	285																								
THUNDARR THE BARBARIAN					25	194	182	98	95	A	2.5	16	204																								
SAT. 8.30A 30 ABC CA										B	3.7	20	302																								
TOM AND JERRY COMEDY SHOW					40	175	171	89	89	A	4.4	18	359																								
SAT. 12.30P 30 CBS CA										B	5.3	19	432																								
TROLLKINS					31	174	173	89	89	A	3.7	16	302																								
SAT. 12.00N 30 CBS CA										B	4.2	15	342																								
US CLAY COURT TENNIS-SAT(S)							174		95	A	2.6	9	212																								

2 SAT. 2.30P 120 CBS SE

US CLAY COURT TENNIS-SUN(S)

2 SUN. 2.00P 193 CBS SE

185 99 A 3.6 12 293

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						8,230 10.1		17,260 21.2									
	ABC TV						BEST OF THE WEST (R)(OP)				ABC MONDAY NIGHT BASEBALL TORONTO VS BOSTON CHICAGO WHITE SOX VS BALTIMORE MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)						6,850 8.4		8,480 10.4	9.4*		11.1*		10.9*		10.8*		9.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						17 8.3	8.4	18 9.2	19 *	11.1	20 *	11.0	18 *	11.3	11.6	10.0	9.8 9.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,770 16.9		17,030 20.9		31,460 38.6							
	CBS TV						PRIVATE BENJAMIN (R)(OP)			WKRP IN CINCINNATI (R)		MISS UNIVERSE PAGEANT (9:00-11:06PM) (-OP)						
	AVERAGE AUDIENCE (Households (000) & %)						12,060 14.8		14,670 18.0		20,130 24.7	19.7*		23.2*		26.5*		28.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 14.3	15.3	34 17.0	19.1	43 18.9	35 *	20.6	39 *	24.2	25.9	27.2	28.0 28.8
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						16,870 20.7								12,310 15.1			
	NBC TV						NBC MONDAY NIGHT MOVIES THE LEGEND OF SLEEPY HOLLOW(R) (OP)								REVENGE OF THE GRAY GANG (R)			
	AVERAGE AUDIENCE (Households (000) & %)						9,210 11.3	11.1*		11.3*		11.6*		11.3*	8,720 10.7	10.3*		11.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 11.0	22 *	21 *	11.0	20 *	11.4	11.4	19 *	11.2	18	10.4	10.9 11.3

W E E K 4	TOTAL AUDIENCE (Households (000) & %)						7,820 9.6		20,950 25.7									
	ABC TV						BEST OF THE WEST (R)(OP)				ABC MONDAY NIGHT BASEBALL MONTREAL VS PHILADELPHIA PITTSBURGH VS ST. LOUIS (8:30-11:43PM)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						6,190 7.6		9,700 11.9	9.0*		11.6*		12.3*		13.4*		12.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						15 7.4	7.9	22 8.2	18 *	11.5	21 *	11.8	22 *	12.3	13.3	13.4	12.7 12.6
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						12,230 15.0		15,890 19.5		20,380 25.0		17,200 21.1		17,360 21.3			
	CBS TV						PRIVATE BENJAMIN (R)(OP)			WKRP IN CINCINNATI (R)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)		
	AVERAGE AUDIENCE (Households (000) & %)						10,430 12.8		13,610 16.7		17,360 21.3		15,730 19.3		13,450 16.5	16.7*		16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 12.4	13.2	31 15.7	17.7	36 20.3	22.2	34 18.7	19.8	31 16.8	30 *	16.6	31 * 16.4
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						12,390 15.2				14,260 17.5							
	NBC TV						LITTLE HOUSE PRAIRIE (R)(OP)					NBC MONDAY NIGHT MOVIES MOVIOLA: THE SILENT LOVERS(R) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)						7,820 9.6	9.6*		9.6*	9.1	9.2*		8.5*		9.2*		9.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 9.5	20 *	9.4	18 *	16	16 *	8.8	15 *	8.3	17 *	9.1	18 * 9.5
TV HOUSEHOLDS USING TV		WK. 1	48.3	48.7	48.8	51.0	50.2	51.5	52.3	54.2	56.0	57.4	59.2	60.0	59.1	58.4	57.8	57.1
(See Def. 1)		WK. 2	47.0	48.4	48.2	48.1	48.0	50.3	52.7	55.2	57.9	58.8	57.4	57.0	55.4	54.9	52.6	52.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JULY 27, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,260 17.5		15,000 18.4		17,770 21.8		18,170 22.3		18,170 22.3			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)				HART TO HART (R)	
	AVERAGE AUDIENCE (Households (000) & %)					12,390 15.2		13,120 16.1		15,890 19.5		16,060 19.7		13,450 16.5	16.5*		16.4*
	SHARE OF AUDIENCE %					30		30		35		34		30	29 *		30 *
	AVG. AUD. BY ¼ HR.					14.1	16.3	15.6	16.5	18.8	20.2	19.3	20.1	16.7	16.3	16.6	16.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,010 22.1											
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,560 10.5	9.5*		10.1*		10.6*		10.4*		11.2*		11.0*
	SHARE OF AUDIENCE %					19	19 *		19 *		19 *		18 *		20 *		20 *
	AVG. AUD. BY ¼ HR.					9.5	9.5	10.1	10.2	10.7	10.4	10.3	10.4	11.3	11.2	11.2	10.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,760 13.2				11,650 14.3				13,530 16.6			
	NBC TV							FATHER MURPHY (R)(OP)				BRET MAVERICK (R)(SUS-OP)				MCCLAIN'S LAW (R)	
	AVERAGE AUDIENCE (Households (000) & %)					8,150 10.0	9.5*		10.6*	11.1	10.5*		11.6*	13.0	12.7*		13.2*
	SHARE OF AUDIENCE %					19	19 *		20 *	19	19 *		20 *	23	23 *		24 *
	AVG. AUD. BY ¼ HR.					9.1	9.9	10.4	10.8	10.3	10.7	11.5	11.7	12.3	13.1	13.2	13.2

W E E K 2	TOTAL AUDIENCE (Households (000) & %)				15,400 18.9		15,000 18.4		18,090 22.2		18,830 23.1		19,560 24.0				
	ABC TV				HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)				
	AVERAGE AUDIENCE (Households (000) & %)				12,800 15.7		13,530 16.6		15,730 19.3		16,540 20.3		15,320 18.8		19.0*		
	SHARE OF AUDIENCE %				33		33		36		37		36		35 *		
	AVG. AUD. BY ¼ HR.				14.2		17.2		16.5		16.6		18.7		20.0		
		TOTAL AUDIENCE (Households (000) & %)				8,070 9.9		8,480 10.4		15,400 18.9							
		CBS TV				CRONKITE'S UNIVERSE		TWO OF US (R)(OP)				CBS TUESDAY NIGHT MOVIES DESPERATE VOYAGE(R)					
		AVERAGE AUDIENCE (Households (000) & %)				6,440 7.9		7,250 8.9		9,540 11.7		9.3*		11.0*		12.8*	
		SHARE OF AUDIENCE %				17		18		22		17 *		20 *		24 *	
		AVG. AUD. BY ¼ HR.				8.0		7.8		8.5		9.4		9.0		9.6	
		TOTAL AUDIENCE (Households (000) & %)				6,030 7.4		15,730 19.3									
		NBC TV				(1) (OP)(-OP)						NBC MAJOR LGE. BSBL-TUE. MONTREAL VS PHILADELPHIA LOS ANGELES VS CINCINNATI MULTI-SEGMENT TELECAST					
		AVERAGE AUDIENCE (Households (000) & %)				5,710 7.0		8,230 10.1		9.0*		10.2*		10.9*		11.6*	
		SHARE OF AUDIENCE %				16		19		18 *		20 *		20 *		21 *	
		AVG. AUD. BY ¼ HR.				7.1		6.8		8.6		9.3		9.9		10.5	
		TV HOUSEHOLDS USING TV		WK. 1		48.6	49.9	49.5	50.5	50.1	51.4	52.5	54.4	56.1	57.0	57.4	58.1
		(See Def. 1)		WK. 2		44.9	45.7	45.0	46.5	46.9	48.0	49.7	51.5	52.8	54.9	55.6	55.7

U.S. TV Households: 81,500,000

(1) NBC MAJOR LGE. PRE-TUE., NBC, (8:00-8:18PM)(S)

For explanation of symbols, See page A.

EVE.TUE. AUG.3, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JULY 28, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

W

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1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

REAGAN NEWS
CONF.-ABC
(8:00-8:41PM)
(SUS)

GREATEST AMERICAN HERO
(8:41-9:41PM)
(R)(OP)(-OP)

FALL GUY
(9:41-10:41PM)
(R)(OP)(-OP)

DYNASTY
(10:41-11:41PM)
(R)(OP)(-OP)

REAGAN NEWS
CONF.-CBS
(8:00-8:39PM)
(SUS)

BLIND AMBITION-PART 2
(8:39-11:34PM)
(R)(OP)(-OP)

REAGAN NEWS
CONF.-NBC
(8:00-8:39PM)
(SUS)

REAL PEOPLE
(8:39-9:30PM)
(R)(OP)

FACTS OF LIFE
(R)

LOVE, SIDNEY
(R)(OP)

QUINCY, M.E.
(10:30-11:30PM)
(R)(-OP)

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

CBS REPORTS
AFTER THE DREAM COMES TRUE
(OP)

CBS WEDNESDAY NIGHT MOVIE
SKY RIDERS(R)

REAL PEOPLE
(R)

FACTS OF LIFE
(R)

LOVE, SIDNEY
(R)(OP)

QUINCY, M.E.
(R)

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.WED. AUG. 4, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JULY 29, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)						8,480 10.4		8,230 10.1		9,540 11.7		9,450 11.6		12,230 15.0			
ABC TV						WORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		POLICE SQUAD (R)(OP)		20/20 (R)			
AVERAGE AUDIENCE (Households (000) & %)						6,760 8.3		7,340 9.0		8,070 9.9		8,070 9.9		8,560 10.5		10.4*	10.7*
SHARE OF AUDIENCE %						17		18		19		18		20		19*	20*
AVG. AUD. BY ¼ HR.						7.9	8.7	8.9	9.1	9.8	10.0	9.8	10.1	9.9	10.8	10.6	10.8
TOTAL AUDIENCE (Households (000) & %)						17,030 20.9				16,790 20.6							
CBS TV						MAGNUM, P.I. (R)(OP)				BLIND AMBITION-PART 3 (R)							
AVERAGE AUDIENCE (Households (000) & %)						12,390 15.2	14.5*		16.0*	10,430 12.8	11.2*		12.7*		13.4*		13.7*
SHARE OF AUDIENCE %						31	30*		31*	24	21*		23*		25*		26*
AVG. AUD. BY ¼ HR.						13.9	15.1	16.0	16.0	11.0	11.5	12.6	12.9	13.4	13.4	13.6	13.9
TOTAL AUDIENCE (Households (000) & %)						11,250 13.8				14,020 17.2		14,510 17.8		15,970 19.6			
NBC TV						CIRCLE FAMILY (OP)				DIFF'RENT STROKES (R)		GIMME A BREAK (R)(SUS-OP)		HILL STREET BLUES (R)			
AVERAGE AUDIENCE (Households (000) & %)						7,740 9.5	9.2*		9.7*	12,470 15.3		13,040 16.0		12,800 15.7	15.6*		15.8*
SHARE OF AUDIENCE %						19	19*		19*	29		29		29	29*		30*
AVG. AUD. BY ¼ HR.						9.5	8.9	9.4	10.1	14.6	15.9	15.8	16.2	15.4	15.7	16.0	15.7

TOTAL AUDIENCE (Households (000) & %)						9,130 11.2		9,050 11.1		9,370 11.5		10,760 13.2		14,590 17.9			
ABC TV						WORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		POLICE SQUAD (R)(OP)		20/20			
AVERAGE AUDIENCE (Households (000) & %)						7,500 9.2		7,740 9.5		8,560 10.5		8,970 11.0		11,000 13.5	13.4*		13.6*
SHARE OF AUDIENCE %						19		19		19		20		26	25*		27*
AVG. AUD. BY ¼ HR.						9.3	9.2	8.9	10.0	10.2	10.8	10.7	11.3	13.3	13.4	14.2	13.0
TOTAL AUDIENCE (Households (000) & %)						15,730 19.3				14,180 17.4				12,470 15.3			
CBS TV						MAGNUM, P.I. (R)(OP)				SIMON & SIMON (R)				KNOTS LANDING (R)			
AVERAGE AUDIENCE (Households (000) & %)						11,900 14.6	13.7*		15.5*	10,600 13.0	12.3*		13.7*	9,130 11.2	10.9*		11.5*
SHARE OF AUDIENCE %						30	29*		31*	24	23*		25*	21	20*		23*
AVG. AUD. BY ¼ HR.						13.1	14.2	15.3	15.7	12.2	12.3	13.5	13.8	11.0	10.9	11.3	11.6
TOTAL AUDIENCE (Households (000) & %)						11,250 13.8				14,180 17.4		14,750 18.1		16,870 20.7			
NBC TV						FAME (R)(OP)				DIFF'RENT STROKES (R)		GIMME A BREAK (R)(SUS-OP)		HILL STREET BLUES (R)			
AVERAGE AUDIENCE (Households (000) & %)						7,990 9.8	9.4*		10.1*	12,230 15.0		12,800 15.7		13,120 16.1	16.7*		15.4*
SHARE OF AUDIENCE %						20	20*		20*	28		28		31	31*		30*
AVG. AUD. BY ¼ HR.						9.3	9.6	10.2	10.1	13.9	16.1	15.8	15.7	16.6	16.9	15.9	15.0

TV HOUSEHOLDS USING TV	WK. 1	43.4	44.1	45.2	46.4	47.3	48.7	50.3	52.1	52.3	53.6	54.7	55.8	54.7	53.9	53.0	52.1
(See Def. 1)	WK. 2	48.1	47.3	46.7	47.5	47.3	47.5	48.9	50.8	52.7	55.5	55.7	55.8	53.8	53.4	51.9	49.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.THU. AUG.5, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E K 1	TOTAL AUDIENCE (Households (000) & %)		{				11,000 13.5		10,430 12.8		16,630 20.4					
	ABC TV						BENSON (R)		MAKING A LIVING (R)				ABC FRIDAY NIGHT MOVIE THE ISLAND OF DR. MOREAU(R) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)		{				9,780 12.0		8,720 10.7		9,370 11.5		11.6* 24 *		11.3* 23 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				28 11.7		24 12.3		24 11.0		24 *		24 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)		{				14,430 17.7				13,120 16.1				12,630 15.5	
	CBS TV						DUKES OF HAZZARD (R)(OP)				DALLAS (R)				DALLAS SPECIAL (R)	
	AVERAGE AUDIENCE (Households (000) & %)		{				10,680 13.1		12.2* 28 *		9,290 11.4		11.1* 24 *		11.7* 24 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				30 11.6		31 *		24		23 *		26 *	
W E K 3	TOTAL AUDIENCE (Households (000) & %)		{				5,130 6.3		10,270 12.6				9,450 11.6			
	NBC TV						LEWIS AND CLARK				CHICAGO STORY (R)(OP)				CASSIE AND COMPANY (R)	
	AVERAGE AUDIENCE (Households (000) & %)		{				4,160 5.1		5,460 6.7				7.3* 15 *		7.8* 16 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				12 5.5		14 4.6		11 *		7.5		8.1	

W E K 4	TOTAL AUDIENCE (Households (000) & %)		{				9,370 11.5		8,310 10.2		16,380 20.1					
	ABC TV						BENSON (R)		MAKING A LIVING (R)				ABC FRIDAY NIGHT MOVIE INMATES: A LOVE STORY(R) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)		{				7,740 9.5		7,170 8.8		10,840 13.3		11.9* 26 *		12.6* 27 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				23 9.0		20 10.1		28 8.3		26 *		27 *	
W E K 5	TOTAL AUDIENCE (Households (000) & %)		{				14,430 17.7				12,710 15.6				10,760 13.2	
	CBS TV						DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)	
	AVERAGE AUDIENCE (Households (000) & %)		{				10,430 12.8		11.5* 28 *		9,450 11.6		11.2* 25 *		12.1* 26 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				30 10.9		32 *		25		25 *		22 *	
W E K 6	TOTAL AUDIENCE (Households (000) & %)		{				5,300 6.5		9,780 12.0				8,720 10.7			
	NBC TV						ONE OF THE BOYS (R)				CHICAGO STORY (R)(OP)				CASSIE AND COMPANY	
	AVERAGE AUDIENCE (Households (000) & %)		{				4,480 5.5		5,950 7.3				7.3* 16 *		7.7* 16 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				13 5.7		16 5.4		15 *		7.4		8.0	

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	42.1	43.0	42.8	43.4	43.1	43.5	44.4	46.5	47.2	47.6	47.7	49.1	48.3	47.7	48.2	48.4
		41.4	41.3	40.5	40.6	40.4	42.3	43.3	44.9	44.8	45.3	46.6	47.7	47.1	47.4	47.3	47.7

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 31, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)		{															
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)		{															
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	

TOTAL AUDIENCE (Households (000) & %)		{															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)		{															
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)		{															
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	

TV HOUSEHOLDS USING TV	WK. 1	41.0	41.6	42.0	43.5	43.9	44.5	46.1	47.7	49.1	49.8	50.5	50.6	49.1	49.3	48.9	48.9
(See Def. 1)	WK. 2	37.6	37.4	38.6	39.8	40.3	41.5	43.8	45.2	47.2	48.3	48.7	48.9	47.0	46.3	45.3	44.5

U.S. TV Households: 81,500,000

(1) PGA CHAMPIONSHIP-SAT, ABC, (5:22-7:04PM)(S)

For explanation of symbols, See page A.

EVE.SAT. AUG. 7, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,130
(Households (000) & %) 6.3

ABC TV

ABC
WEEKEND
REPORT
SAT.

AVERAGE AUDIENCE { 4,810
(Households (000) & %) 5.9
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 5.9

W

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1

TOTAL AUDIENCE {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 10,020
(Households (000) & %) 12.3

NBC TV

AVERAGE AUDIENCE { 5,380
(Households (000) & %) 6.6
SHARE OF AUDIENCE % 20
AVG. AUD. BY ¼ HR. % 7.1

TWILIGHT THEATRE
(11:30-12:50AM)
(SUSTAINING 12:50-1:00AM)

6.9*	6.8*	6.0*
19 *	21 *	22 *
6.7	6.5	5.7

TOTAL AUDIENCE { 5,540
(Households (000) & %) 6.8

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 5,220
(Households (000) & %) 6.4
SHARE OF AUDIENCE % 15
AVG. AUD. BY ¼ HR. % 6.4

W

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2

TOTAL AUDIENCE {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 10,270
(Households (000) & %) 12.6

NBC TV

AVERAGE AUDIENCE { 6,110
(Households (000) & %) 7.5
SHARE OF AUDIENCE % 24
AVG. AUD. BY ¼ HR. % 7.5

SATURDAY NIGHT
(11:30-12:42AM)
(SUSTAINING 12:42-1:00AM)

7.3*	7.7*
21 *	26 *
7.1	7.7

TV HOUSEHOLDS USING TV	WK. 1	46.7	43.8	38.0	34.8	32.8	30.9	28.3	25.9	23.5	21.2	19.3	17.2	15.1	13.3	11.7	10.1
(See Def. 1)	WK. 2	43.4	41.3	36.6	33.3	31.2	28.9	26.3	24.2	22.1	20.1	17.3	15.6	13.5	12.1	11.2	10.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.1, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45					
TOTAL AUDIENCE (Households (000) & %)		{ 11,170 13.7								{ 22,500 27.7												
ABC TV		CODE RED (R)(OP)								ABC SUNDAY NIGHT MOVIE ON HER MAJESTY'S SECRET SERVICE(R) (8:30-11:17PM) (OP)												
AVERAGE AUDIENCE (Households (000) & %)		{ 6,680 8.2								{ 12,060 14.8												
SHARE OF AUDIENCE %		{ 18	6.6*			8.0*				{ 27						15.4*	15.2*					
AVG. AUD. BY ¼ HR.		{ 6.4	6.9	7.8	8.1	9.7	10.0	11.1	12.2	14.7	15.4	15.9	15.8*	28 *	15.6	15.2	15.1	15.3				
TOTAL AUDIENCE (Households (000) & %)		{ 19,230 23.6				{ 12,800 15.7				{ 12,710 15.6				{ 15,000 18.4		{ 16,220 19.9		{ 18,010 22.1				
CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)								
AVERAGE AUDIENCE (Households (000) & %)		{ 14,670 18.0	17.3*			{ 11,080 13.6				{ 11,250 13.8				{ 12,800 15.7		{ 14,260 17.5		{ 14,670 18.0				
SHARE OF AUDIENCE %		{ 40	40 *			{ 28				{ 27				{ 29		{ 31		{ 33				
AVG. AUD. BY ¼ HR.		{ 16.8	17.9	18.5	18.7	13.4	13.9	13.4	14.1	14.7	16.6	16.7	18.4	17.5	17.9	18.1	18.5	18.3*	34 *			
TOTAL AUDIENCE (Households (000) & %)		{ 4,970 6.1				{ 5,790 7.1				{ 12,630 15.5				{ 14,100 17.3								
NBC TV		FLINTSTONES- LEAGUE (R)		SCAMPS (R)		CHIPS (R)(OP)				NBC SUNDAY NIGHT MOVIE COMPUTERCIDE (SUS-OP)												
AVERAGE AUDIENCE (Households (000) & %)		{ 3,990 4.9				{ 4,650 5.7				{ 9,130 11.2				{ 7,660 9.4								
SHARE OF AUDIENCE %		{ 11				{ 12				{ 22	10.2*			{ 17	9.3*			{ 9.1*				
AVG. AUD. BY ¼ HR.		{ 4.7	5.2	5.1	6.4	9.8	10.7	12.3	12.1	9.6	9.0	9.1	9.0	9.5	9.6	9.8	9.9	17 *	18 *			

TOTAL AUDIENCE (Households (000) & %)		{ 13,040 16.0								{ 21,190 26.0							
ABC TV						ABC MOVIE SPECIAL THE BAD NEWS BEARS(R) (7:04-9:00PM) (OP)								ABC SUNDAY NIGHT MOVIE A STAR IS BORN(R) (9:00-11:55PM) (OP)			
AVERAGE AUDIENCE (Households (000) & %)		{ 7,340 9.0		{ 6.4*		{ 7.9*		{ 10.1*		{ 9,700 11.9		{ 11.4*		{ 11.6*		{ 11.9*	
SHARE OF AUDIENCE %		{ 19		{ 14 *		{ 17 *		{ 21 *		{ 23		{ 20 *		{ 20 *		{ 21 *	
AVG. AUD. BY ¼ HR.		{ 5.9		{ 6.7		{ 7.6		{ 8.2		{ 9.8		{ 10.5		{ 10.7		{ 11.5	
TOTAL AUDIENCE (Households (000) & %)		{ 20,460 25.1				{ 13,370 16.4		{ 13,200 16.2		{ 16,950 20.8		{ 18,340 22.5		{ 19,230 23.6			
CBS TV				60 MINUTES		ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)			
AVERAGE AUDIENCE (Households (000) & %)		{ 15,810 19.4		{ 18.8*		{ 20.0*		{ 13.9		{ 11,820 14.5		{ 14,590 17.9		{ 16,460 20.2		{ 15,890 19.5	
SHARE OF AUDIENCE %		{ 42		{ 41 *		{ 43 *		{ 29		{ 28		{ 32		{ 35		{ 36	
AVG. AUD. BY ¼ HR.		{ 17.8		{ 19.8		{ 20.2		{ 19.9		{ 14.0		{ 13.7		{ 14.2		{ 14.8	
TOTAL AUDIENCE (Households (000) & %)		{ 9,130 11.2				{ 14,020 17.2				{ 18,260 22.4							
NBC TV				FLINTSTONES SPECIAL (R)				CHIPS (R)(OP)								NBC SUNDAY NIGHT MOVIE THE ARCHER(R) (OP)	
AVERAGE AUDIENCE (Households (000) & %)		{ 6,280 7.7		{ 7.0*		{ 8.3*		{ 10,270 12.6		{ 11,650 14.3		{ 13.6*		{ 14.1*		{ 13.8*	
SHARE OF AUDIENCE %		{ 17		{ 15 *		{ 18 *		{ 26		{ 26 *		{ 26 *		{ 25 *		{ 24 *	
AVG. AUD. BY ¼ HR.		{ 6.7		{ 7.4		{ 7.9		{ 8.6		{ 11.0		{ 12.0		{ 13.0		{ 14.3	

TV HOUSEHOLDS USING TV		WK. 1	43.0	44.5	46.4	47.6	47.7	49.1	50.1	52.1	53.8	55.4	55.8	56.9	56.1	56.1	55.2	54.0
(See Def. 1)		WK. 2	44.9	46.3	46.3	46.4	46.2	48.1	50.0	52.8	55.5	56.7	57.9	58.1	56.3	54.9	53.7	53.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.SUN. AUG.8, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,910 4.8													
	ABC TV		(1) (-OP)	(2) (OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{	3,670 4.5													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 16.2	5.1	4.3											
	TOTAL AUDIENCE (Households (000) & %)	{	4,730 5.8													
	CBS TV		CBS SUNDAY NEWS- 050000													
	AVERAGE AUDIENCE (Households (000) & %)	{	4,480 5.5													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 5.5													
	TOTAL AUDIENCE (Households (000) & %)	{	1,790 2.2													
	NBC TV		NBC LATE NIGHT MOVIE ANOTHER MAN, ANOTHER CHANCE(R) (11:30-12:13AM) (SUSTAINING 12:13-1:30AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{	1,300 1.6	1.6*												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	5 1.6	5 *	1.6											

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{				2,530 3.1												
	ABC TV			ABC SUNDAY NIGHT MOVIE			(3) (OP)												
	AVERAGE AUDIENCE (Households (000) & %)		{				2,530 3.1												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	12.2	12.4	13.5	3.6	2.9											
TOTAL AUDIENCE (Households (000) & %)		{	5,540 6.8																
CBS TV			CBS SUNDAY NEWS- 050000																
AVERAGE AUDIENCE (Households (000) & %)		{	5,380 6.6																
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	14 6.6																
TOTAL AUDIENCE (Households (000) & %)		{				2,770 3.4													
NBC TV			NBC LATE NIGHT MOVIE																
AVERAGE AUDIENCE (Households (000) & %)		{				2,120 2.6	2.6*												
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%				7 2.5	7 * 2.7	2.5											
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2	49.6 47.8	43.7 43.7	36.1 39.2	32.3 34.8	28.3 29.4	25.4 26.3	21.7 22.5	20.0 19.9	17.3 17.0	15.4 14.6	13.7 12.7	11.4 11.1	9.9 9.9	8.1 8.6	7.3 7.1	6 6	

U.S. TV Households: 81,500,000

(1) ABC SUNDAY MOVIE, ON HER MAJESTY'S SECRET SERVICE, ABC, (8:30-11:17PM) (SUSTAINING 11:17-11:26PM)

(2) ABC WEEKEND REPORT-SUN., ABC, (11:26-11:41PM)

(3) ABC WEEKEND REPORT-SUN., ABC, (11:57-12:12AM)

For explanation of symbols, See page A

EVE.SUN. AUG.8, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				4,560 5.6				4,970 6.1									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				3,670 4.5				4,080 5.0									
	SHARE OF AUDIENCE %				30				27									
	AVG. AUD. BY ¼ HR. %				4.4	4.5			4.9	5.0								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				2,610 3.2				2,770 3.4						4,320 5.3		6,280 7.7	
	CBS TV				MORNING-KURTIS & SAWYER 1 (CO-OP) (PARTICIPATING)				MORNING-KURTIS & SAWYER 2 (CO-OP) (PARTICIPATING)						ONE DAY AT A TIME-M-F		ALICE-M-F	
	AVERAGE AUDIENCE (Households (000) & %)				2,120 2.6				2,200 2.7						3,590 4.4		5,460 6.7	
	SHARE OF AUDIENCE %				17				15						21		30	
	AVG. AUD. BY ¼ HR. %				2.5	2.8			2.7	2.8					4.1	4.7	6.4	6.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				3,420 4.2				3,910 4.8						4,400 5.4		4,810 5.9	
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						DIFF'RENT STROKES M-F		WHEEL OF FORTUNE	
	AVERAGE AUDIENCE (Households (000) & %)				2,770 3.4				3,260 4.0						3,750 4.6		4,080 5.0	
	SHARE OF AUDIENCE %				23				22						22		22	
	AVG. AUD. BY ¼ HR. %				3.3	3.5			4.0	4.1					4.4	4.8	4.9	5.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				5,050 6.2				5,300 6.5									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				4,080 5.0				4,240 5.2									
	SHARE OF AUDIENCE %				33				27									
	AVG. AUD. BY ¼ HR. %				5.0	4.9			5.2	5.3								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				2,770 3.4				3,100 3.8						4,320 5.3		6,360 7.8	
	CBS TV				MORNING-KURTIS & SAWYER 1 (CO-OP) (PARTICIPATING)				MORNING-KURTIS & SAWYER 2 (CO-OP) (PARTICIPATING)						ONE DAY AT A TIME-M-F		ALICE-M-F	
	AVERAGE AUDIENCE (Households (000) & %)				2,120 2.6				2,360 2.9						3,670 4.5		5,300 6.5	
	SHARE OF AUDIENCE %				17				15						21		29	
	AVG. AUD. BY ¼ HR. %				2.6	2.7			2.9	2.8					4.2	4.9	6.2	6.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				3,260 4.0				3,750 4.6						4,480 5.5		4,810 5.9	
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						DIFF'RENT STROKES M-F		WHEEL OF FORTUNE	
	AVERAGE AUDIENCE (Households (000) & %)				2,610 3.2				3,100 3.8						3,670 4.5		3,990 4.9	
	SHARE OF AUDIENCE %				21				19						21		22	
	AVG. AUD. BY ¼ HR. %				3.1	3.3			3.7	3.8					4.1	5.0	4.9	5.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	8.7	10.7	12.3	13.5	14.7	16.0	16.6	17.9	19.1	20.1	20.8	21.4	21.2	21.9	22.7	23.5
		WK. 2	8.9	10.4	11.8	13.1	14.9	16.9	18.0	18.9	19.7	20.3	20.5	21.2	21.1	22.1	22.6	23.2

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 26-30, 1982

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	8,800 10.8				6,680 8.2		6,190 7.6		10,600 13.0				9,050 11.1			
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,360 7.8				5,540 6.8		5,300 6.5		8,310 10.2				6,930 8.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	32 6.8	7.2* 7.5		8.4* 8.3	34* 8.6		26 6.5	7.1	33 9.3	32* 10.2		34* 10.7	30 10.5	29* 8.6	8.5* 8.4	8.5* 8.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,760 8.3		7,340 9.0				8,800 10.8			7,910 9.7					5,220 6.4	
	CBS TV		PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,710 7.0		6,280 7.7				6,280 7.7	7.4*		5,870 7.2		7.0*		4,650 5.7		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 6.9		31 7.2		7.9		29 7.4	29* 7.5	29* 7.8	24 8.2		23* 6.9	25* 7.4	20 5.7	5.7	5.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,750 4.6				2,120 2.6		3,260 4.0		6,680 8.2				5,620 6.9			
	NBC TV		TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,610 3.2				1,870 2.3		2,690 3.3		5,380 6.6				4,080 5.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 3.4	3.3* 3.2		3.2* 3.1	13* 3.3		9 2.3	2.3	21 6.1	6.3* 6.6		22* 6.9	17 5.2	17* 4.9	5.0 5.0	5.0* 5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,150 10.0				6,680 8.2		6,850 8.4		10,430 12.8				8,970 11.0			
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,030 7.4				5,710 7.0		5,710 7.0		8,070 9.9				6,850 8.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 6.5	6.9* 7.2		7.9* 7.7	31* 8.1		27 6.7	7.2	32 9.0	31* 9.9		33* 10.5	30 8.6	30* 8.4	31* 8.3	31* 8.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,680 8.2		7,660 9.4				9,370 11.5			7,820 9.6					5,220 6.4	
	CBS TV		PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,790 7.1		6,600 8.1				6,680 8.2	7.8*		6,110 7.5		7.4*		4,730 5.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 6.9		32 7.4		8.3		30 7.7	30* 7.8	30* 8.4	25 8.7		24* 7.5	27* 7.6	21 5.8	5.8	5.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,590 4.4				2,120 2.6		3,100 3.8		6,850 8.4				5,620 6.9			
	NBC TV		TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,530 3.1				1,960 2.4		2,530 3.1		5,130 6.3				3,990 4.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 3.2	3.1* 3.1		3.1* 3.1	12* 3.2		9 2.4	2.3	20 5.8	6.0* 6.2		6.7* 6.6	17 5.2	17* 4.8	4.7* 4.8	4.7* 4.7
TV HOUSEHOLDS USING TV		WK. 1	23.2	24.1	24.4	25.8	27.0	27.9	27.2	28.0	29.4	30.4	30.4	30.5	29.2	29.6	28.6	28.7
(See Def. 1)		WK. 2	23.4	24.5	24.9	26.1	26.4	27.5	27.1	28.5	29.9	31.3	31.1	30.4	28.8	29.0	27.4	27.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 2-6, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 26-30, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,110 12.4				4,160 5.1										8,720 10.7	
	ABC TV		GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,820 9.6				3,590 4.4										7,420 9.1	
	SHARE OF AUDIENCE %		33	9.5*		9.7*	15										20	
	AVG. AUD. BY ¼ HR.	%	9.4	9.7	9.7	9.6	4.4	4.3									9.2	9.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,090 8.7				3,420 4.2										10,430 12.8	
	CBS TV		GUIDING LIGHT (OP)				TATTLETALES										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,710 7.0				2,930 3.6										9,050 11.1	
	SHARE OF AUDIENCE %		24	6.9*		7.1*	12										24	
	AVG. AUD. BY ¼ HR.	%	6.7	7.1	7.2	7.1	3.6	3.7									11.1	11.2
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	5,130 6.3														8,640 10.6	
	NBC TV		CHIPS M-F														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,670 4.5														7,580 9.3	
	SHARE OF AUDIENCE %		15	4.2*		4.8*											20	
	AVG. AUD. BY ¼ HR.	%	4.1	4.3	4.7	4.8											9.2	9.5

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	9,780 12.0				4,080 5.0										9,210 11.3	
	ABC TV		GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,740 9.5				3,500 4.3										7,820 9.6	
	SHARE OF AUDIENCE %		33	9.5*		9.5*	15										22	
	AVG. AUD. BY ¼ HR.	%	9.4	9.7	9.5	9.5	4.5	4.1									9.7	9.4
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	7,580 9.3				3,340 4.1										10,680 13.1	
	CBS TV		GUIDING LIGHT (OP)				TATTLETALES (S)(OP)										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,950 7.3				2,770 3.4										9,210 11.3	
	SHARE OF AUDIENCE %		25	7.1*		7.5*	12										25	
	AVG. AUD. BY ¼ HR.	%	7.0	7.2	7.5	7.5	3.2	3.5									11.1	11.4
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	5,130 6.3														8,480 10.4	
	NBC TV		CHIPS M-F														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,590 4.4														7,250 8.9	
	SHARE OF AUDIENCE %		15	4.1*		4.8*											20	
	AVG. AUD. BY ¼ HR.	%	3.9	4.3	4.6	4.9											8.7	9.2

TV HOUSEHOLDS USING TV	WK. 1	28.2	28.7	28.9	29.4	29.0	30.6	31.3	32.8	34.1	35.7	37.2	39.0	41.8	44.0	45.2	45.8
(See Def. 1)	WK. 2	27.6	28.4	28.8	30.1	29.0	30.5	30.8	32.0	33.5	35.1	36.0	37.8	39.9	42.3	43.8	45.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 2-6, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,360 2.9		2,610 3.2		2,770 3.4		4,480 5.5		5,130 6.3		5,130 6.3	
	ABC TV					SUPERFRIENDS (OP)		THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,870 2.3		2,280 2.8		2,280 2.8		3,340 4.1		4,400 5.4		4,320 5.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 2.1	2.6	19 2.8	2.9	17 2.7	2.9	21 3.7	4.6	28 5.1	5.6	25 5.6	5.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					1,300 1.6		1,960 2.4		3,100 3.8		4,400 5.4		5,460 6.7		5,710 7.0	
	CBS TV					POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,140 1.4		1,550 1.9		2,360 2.9		3,500 4.3		4,400 5.4		4,560 5.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					13 1.3	1.5	13 1.6	2.1	17 2.8	3.1	22 4.0	4.6	26 5.0	5.7	25 5.7	5.6
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					2,930 3.6		5,220 6.4		6,680 8.2		5,130 6.3		4,890 6.0		5,540 6.8	
	NBC TV					FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS	
	AVERAGE AUDIENCE (Households (000) & %)					2,360 2.9		4,480 5.5		5,460 6.7		4,400 5.4		4,160 5.1		4,650 5.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 2.5	3.3	41 5.0	5.9	43 6.6	6.8	28 5.4	5.4	25 5.5	4.7	25 5.7	5.6

W E E K 4	TOTAL AUDIENCE (Households (000) & %)					1,550 1.9		2,120 2.6		3,750 4.6		4,240 5.2		4,240 5.2		4,890 6.0	
	ABC TV					SUPERFRIENDS (OP)		THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,300 1.6		1,790 2.2		2,850 3.5		3,670 4.5		3,590 4.4		3,670 4.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 1.4	1.8	13 2.1	2.3	19 3.3	3.6	23 4.3	4.6	23 4.2	4.6	23 4.5	4.5
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					2,450 3.0		2,690 3.3		2,850 3.5		5,130 6.3		5,130 6.3		5,870 7.2	
	CBS TV					POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,040 2.5		2,360 2.9		2,360 2.9		4,160 5.1		4,320 5.3		4,970 6.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 2.0	2.9	21 3.0	2.8	16 2.9	3.0	25 4.7	5.5	25 5.3	5.3	28 6.0	6.2
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					2,690 3.3		4,650 5.7		6,440 7.9		5,130 6.3		4,560 5.6		4,890 6.0	
	NBC TV					FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS	
	AVERAGE AUDIENCE (Households (000) & %)					1,630 2.0		3,830 4.7		5,790 7.1		4,160 5.1		3,910 4.8		3,990 4.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 1.6	2.5	37 4.1	5.3	42 6.8	7.4	26 5.6	4.7	23 4.9	4.7	23 4.7	5.0
TV HOUSEHOLDS USING TV WK. 1		5.3	5.8	7.3	8.7	9.7	11.7	13.6	15.3	16.3	16.9	18.6	20.4	20.2	21.1	22.4	22.7
(See Def. 1) WK. 2		5.2	5.9	7.2	8.1	9.7	11.9	13.3	14.8	17.3	18.7	19.9	20.7	21.0	21.4	21.3	22.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,130 6.3		5,300 6.5		5,220 6.4		6,280 7.7							
	ABC TV		FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		ABC WEEKEND SPECIALS IF I'M LOST, HOW COME I FOUND YOU? PART 2		AMERICAN BANDSTAND '82							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,320 5.3		4,320 5.3		4,160 5.1		3,910 4.8		4.5*		5.1*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	25 5.2	5.5	23 5.3	5.2	21 5.2	5.0	19 4.4	18*	4.7		21*	4.9		
	TOTAL AUDIENCE (Households (000) & %)	{	6,600 8.1		4,730 5.8		3,750 4.6		4,650 5.7		3,100 3.8		2,850 3.5			
	CBS TV		BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)		TROLLKINS (OP)		TOM AND JERRY COMEDY SHOW (OP)		KWICKY KOALA SHOW (OP)		30 MINUTES			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,970 6.1		3,750 4.6		2,850 3.5		3,670 4.5		2,770 3.4		2,200 2.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	27 6.2	6.0	19 4.9	4.3	15 3.5	3.5	19 4.3	4.7	13 3.6	3.3	11 2.8	2.5		
	TOTAL AUDIENCE (Households (000) & %)	{	3,910 4.8		3,500 4.3		3,260 4.0		1,960 2.4				4,730 5.8	11,820 14.5		
	NBC TV		SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		SPORT BILLY				(1) NBC MAJOR LEAGUE BASEBALL (-OP) CLEVELAND VS MILWAUKEE LOS ANGELES VS ATLANTA (OP) (2:17-5:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,180 3.9		3,020 3.7		2,610 3.2		1,550 1.9				4,320 5.3	5,380 6.6		6.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	18 4.0	3.8	16 3.8	3.7	13 3.0	3.3	8 2.1	1.6			21 5.2	23 6.2	6.8	24* 6.6

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,650 5.7		5,220 6.4		4,650 5.7		5,710 7.0				17,200 21.1			
	ABC TV		FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		ABC WEEKEND SPECIALS ZACH & THE MAGIC FACTORY, PART 1		AMERICAN BANDSTAND '82				ABC WIDE WORLD-SPORTS SAT (1:30-5:22PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,910 4.8		4,400 5.4		3,910 4.8		3,260 4.0		3.8*		5,950 7.3		7.8*	7.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	23 4.4	5.2	23 5.2	5.6	19 4.9	4.7	15 3.9	15*	3.8		25 6.5	26*	28*	26*
	TOTAL AUDIENCE (Households (000) & %)	{	6,360 7.8		4,730 5.8		3,750 4.6		4,560 5.6		4,480 5.5		2,930 3.6		5,540 6.8	
	CBS TV		BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)		TROLLKINS (OP)		TOM AND JERRY COMEDY SHOW (OP)		KWICKY KOALA SHOW (OP)		30 MINUTES		US CLAY COURT TENNIS-SAT (2:30-4:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,220 6.4		3,830 4.7		3,100 3.8		3,500 4.3		3,590 4.4		2,360 2.9		2,120 2.6	2.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	29 6.4	6.3	20 4.8	4.6	16 3.8	3.8	18 3.9	4.6	17 4.4	4.4	10 3.0	2.7	9 2.8	10* 2.9
	TOTAL AUDIENCE (Households (000) & %)	{	3,590 4.4		4,080 5.0		3,750 4.6		3,180 3.9				3,340 4.1	10,190 12.5		
	NBC TV		SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		SPORT BILLY				NBC MAJOR LEAGUE PRE GAME	NBC MAJOR LEAGUE BASEBALL CHICAGO WHITE SOX VS BOSTON TEXAS VS NEW YORK YANKEES MULTI-SEGMENT TELECAST		
	AVERAGE AUDIENCE (Households (000) & %)	{	3,020 3.7		3,100 3.8		2,850 3.5		2,610 3.2				3,020 3.7	4,480 5.5		5.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	17 3.7	3.6	16 3.9	3.8	15 3.2	3.8	13 3.4	3.0			14 3.7	18 4.2	18*	5.4

TV HOUSEHOLDS USING TV	WK. 1	22.4	23.2	24.1	23.7	23.2	23.9	24.1	24.5	25.3	25.3	25.5	26.0	25.5	27.3	28.0	28.0
(See Def. 1)	WK. 2	21.5	23.0	23.8	23.7	23.6	24.2	23.6	24.2	24.9	25.8	26.3	26.6	27.5	28.8	29.1	29.6

U.S. TV Households: 81,500,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

For explanation of symbols, See page A.

DAY SAT. AUG. 7, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)											10,840 13.3	ABC WIDE WORLD-SPORTS SAT				
	ABC TV											4,480					
	AVERAGE AUDIENCE (Households (000) & %)											5.5	5.4*	5.9*		5.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %											15	16 *	16 *		14 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)											4,650 5.7	CANADIAN OPEN GOLF-SAT				
	CBS TV											10,920 13.4	CBS SPORTS SATURDAY				
	AVERAGE AUDIENCE (Households (000) & %)											2,770					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %											3.4	3.2*	3.6*	5.2*	8.0*	6.7*
W E E K 3	TOTAL AUDIENCE (Households (000) & %)											5,380					
	NBC TV											6.6	6.3*	6.1*			
	AVERAGE AUDIENCE (Households (000) & %)											11	11 *	12 *	20	17 *	20
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %											3.2	3.2	3.4	3.9	5.0	5.5
W E E K 4	TOTAL AUDIENCE (Households (000) & %)											7.5	NBC MAJOR LEAGUE BASEBALL CLEVELAND VS MILWAUKEE LOS ANGELES VS ATLANTA (2:17-5:00PM)				
	NBC TV											8.4					
	AVERAGE AUDIENCE (Households (000) & %)											7.2	6.9*	7.2*	6.3*	6.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %											25 *	25 *	25 *	21 *	20 *	20 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)											6.8					
	NBC TV											7.0					
	AVERAGE AUDIENCE (Households (000) & %)											7.2	6.9*	7.2*	6.3*	6.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %											7.3	7.0	7.2	6.3	6.4	5.9

TOTAL AUDIENCE (Households (000) & %)														9,130 11.2					
ABC TV		ABC WIDE WORLD-SPORTS SAT (1:30-5:22PM) (-OP)												PGA CHAMPIONSHIP-SAT (5:22-7:04PM) (OP)					
AVERAGE AUDIENCE (Households (000) & %)														5,130 6.3					
SHARE OF AUDIENCE %														19					
AVG. AUD. BY ¼ HR.		7.0	6.6* 22 *	6.2	6.3* 22 *	7.2	7.4	7.4	8.2	9.0	7.2	6.0	5.8	5.9* 19 *	6.2	6.0* 18 *	6.5	6.5* 18 *	
TOTAL AUDIENCE (Households (000) & %)														9,700 11.9				7,250 8.9	
CBS TV		US CLAY COURT TENNIS-SAT (2:30-4:30PM)												CBS SPORTS SATURDAY			CBS SAT. NEWS- SCHIEFFER		
AVERAGE AUDIENCE (Households (000) & %)														4,400 5.4				5,870 7.2	
SHARE OF AUDIENCE %														17				20	
AVG. AUD. BY ¼ HR.		2.9	2.8* 9 *	2.7	2.4* 8 *	1.9	2.3* 8 *	2.7	3.9* 13 *	4.2	4.5	6.3	7.4	5.4* 17 *	7.0* 22 *	6.6	7.0	7.5	
TOTAL AUDIENCE (Households (000) & %)																			5,950 7.3
NBC TV		NBC MAJOR LEAGUE BASEBALL CHICAGO WHITE SOX VS BOSTON TEXAS VS NEW YORK YANKEES MULTI-SEGMENT TELECAST												(SUS-OP)			NBC NIGHTLY NEWS SAT.		
AVERAGE AUDIENCE (Households (000) & %)																			5,380 6.6
SHARE OF AUDIENCE %																			18
AVG. AUD. BY ¼ HR.		6.0	6.3* 21 *	6.1	6.0* 21 *	5.9	5.6* 19 *	5.4	5.2* 17 *	5.3	5.4	3.4				6.6	6.6		
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	28.0	28.9	29.6	30.5	30.4	31.5	31.5	32.4	33.0	34.0	35.3	36.4	38.0	38.7	40.7	41.0		
	WK. 2	30.1	30.2	29.7	29.0	30.5	31.3	31.6	32.1	32.3	32.4	32.1	32.3	34.2	35.8	37.1	37.5		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 1, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	1,390 1.7 KIDS ARE PEOPLE TOO I
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	1,060
	SHARE OF AUDIENCE %																	1.3
	AVG. AUD. BY ¼ HR. %																	6 1.1 1.5
E E K 1	TOTAL AUDIENCE (Households (000) & %)																	4,650 5.7
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	2,450
	SHARE OF AUDIENCE %																	3.0
	AVG. AUD. BY ¼ HR. %																	18 2.2 2.8* 19* 3.3* 19* 3.1
E E K 1	TOTAL AUDIENCE (Households (000) & %)																	2.9* 15* 2.8
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	1,630 2.0 KIDS ARE PEOPLE TOO I (10:30-11:02AM) (-OP)
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	1,140
	SHARE OF AUDIENCE %																	1.4
	AVG. AUD. BY ¼ HR. %																	7 1.4 1.5
E E K 2	TOTAL AUDIENCE (Households (000) & %)																	5,790 7.1
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	2,930
	SHARE OF AUDIENCE %																	3.6
	AVG. AUD. BY ¼ HR. %																	22 2.9 3.3* 24* 4.0* 24* 4.0
E E K 2	TOTAL AUDIENCE (Households (000) & %)																	3.4 3.6
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	

TV HOUSEHOLDS USING TV		WK. 1	WK. 2	5.1	6.0	7.2	7.5	8.9	10.6	12.2	13.5	14.8	16.8	17.5	18.2	19.1	19.9	19.8	20.6
(See Def. 1)				4.4	5.2	6.0	7.2	8.2	10.0	11.4	11.8	13.7	15.4	16.9	18.4	19.4	20.0	20.5	20.8
U.S. TV Households: 81,500,000																			

For explanation of symbols, See page A.

DAY SUN. AUG. 8, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	1,960 2.4	4,650 5.7											
	ABC TV			KIDS ARE PEOPLE TOO II (OP) ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)		{	1,710 2.1	2,690 3.3	3.1*		3.6*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	10 1.9	14 2.3	13* 3.0	15* 3.1	15* 3.5	15* 3.6							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		2,850 3.5								6,680 8.2			
	CBS TV				FACE THE NATION ← CANADIAN OPEN GOLF-SUN (2:00-4:03PM) →											
	AVERAGE AUDIENCE (Households (000) & %)		{		2,280 2.8								3,500 4.3	4.2*	4.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		12 3.0	12 2.7							14 4.1	14* 4.2*	14* 4.3	14* 4.2
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{					3,420 4.2								
	NBC TV							MEET THE PRESS ← NBC RELIGIOUS SERIES (SUS) →								
	AVERAGE AUDIENCE (Households (000) & %)		{					2,930 3.6								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{					14 3.4	3.8							

W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{	1,960 2.4	4,560 5.6											
	ABC TV			KIDS ARE PEOPLE TOO II (11:02-11:30AM) (OP) ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)		{	1,630 2.0	2,850 3.5	3.4*		3.6*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	9 1.9	15 2.1	15* 3.3	16* 3.4	16* 3.7	16* 3.6							
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{		3,340 4.1								9,130 11.2			
	CBS TV				FACE THE NATION ← US CLAY COURT TENNIS-SUN (2:00-5:13PM) →											
	AVERAGE AUDIENCE (Households (000) & %)		{		2,930 3.6								2,930 3.6	3.7*	3.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		16 3.4	16 3.7							12 4.0	13* 3.4	12* 3.6	12* 3.6
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{					4,080 5.0								
	NBC TV							MEET THE PRESS ← NBC RELIGIOUS SERIES (SUS) →								
	AVERAGE AUDIENCE (Households (000) & %)		{					3,260 4.0								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{					16 4.0	4.0							

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	WK. 3	WK. 4	WK. 5	WK. 6	WK. 7	WK. 8	WK. 9	WK. 10	WK. 11	WK. 12	WK. 13	WK. 14	WK. 15	WK. 16
(See Def. 1)	21.1	20.9	21.6	22.0	22.6	22.8	23.4	23.1	24.3	23.1	25.2	24.1	26.5	25.8	27.5	26.6
	27.1	26.3	28.0	27.0	29.2	28.0	31.2	29.1	30.9	29.5	31.5	29.5	31.9	29.6	32.6	30.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. AUG. 8, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 1, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				4,320 5.3		9,780 12.0										5,300 6.5	
	ABC TV				SPORTSBEAT													ABC WORLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)				3,260 4.0		4,080 5.0	4.7*		4.9*		5.1*		5.3*			4,730 5.8	
	SHARE OF AUDIENCE %				12		15	14 *		15 *		15 *		16 *			15	
	AVG. AUD. BY ¼ HR.				3.9	4.1	4.4	5.0	4.7	5.2	5.2	5.0	5.2	5.4			5.7	5.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,390 10.3										6,680 8.2	
	CBS TV						CANADIAN OPEN GOLF-SUN (2:00-4:03PM) (-OP)											CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)						4,080 5.0	3.6*		4.8*		5.6*		5.7*			5,870 7.2	
	SHARE OF AUDIENCE %						15	11 *		15 *		17 *		17 *			18	
	AVG. AUD. BY ¼ HR.				4.1	4.2	4.6	4.8	3.4	3.8	4.4	5.1	5.7	5.6	5.8	5.6	6.6	7.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						9,130 11.2										6,110 7.5	
	NBC TV																	NBC NIGHTLY NEWS- SUN.
	AVERAGE AUDIENCE (Households (000) & %)						4,810 5.9	6.0*		6.2*		5.4*					5,130 6.3	
	SHARE OF AUDIENCE %						18	19 *		19 *		16 *					16	
	AVG. AUD. BY ¼ HR.						5.5	6.5	6.6	5.9	5.0	5.8					6.3	6.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				4,560 5.6	11,650 14.3												
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)				3,420 4.2	4,970 6.1												
	SHARE OF AUDIENCE %				14	17	5.6*		5.4*		5.6*		5.8*		6.5*		6.8*	
	AVG. AUD. BY ¼ HR.				4.2	4.3	5.4	5.7	5.5	5.4	5.6	5.6	5.7	5.8	6.4	6.7	6.8	6.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
TV HOUSEHOLDS USING TV WK. 1		33.8	32.8	32.3	33.4	32.3	32.6	33.1	33.7	34.6	35.2	34.7	35.7	37.9	39.9	39.4	41.2	
(See Def. 1) WK. 2		30.1	31.2	31.6	31.6	32.5	33.4	34.6	35.1	35.4	35.1	35.3	37.0	40.2	42.2	41.9	42.9	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. AUG. 8, 1982

OTHER PROGRAMS

[illegible]

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																	
ABC ABC SUNDAY NIGHT MOVIE	1	8.30-11.17PM	+GRID	22,580	27.7	12,060	14.8	27			21,190	26.0	9,700	11.9	23		
	2	9.00-11.55PM	+GRID						15.9								
			11.15														
			11.45														
ABC ABC NEWSBRIEF-SUN.	1	9.57- 9.58PM	9.45	12,310	15.1	12,310	15.1	27	15.1								
	2	10.04-10.05PM	10.00														
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	10,350	12.7	10,350	12.7	24	12.7		9,210	11.3	9,210	11.3	20	11.3	
NBC NBC NEWS CAPSULE-SUN		8.58- 8.59PM	8.45	7,740	9.5	7,740	9.5	18	9.5		10,600	13.0	10,600	13.0	25	13.0	
NBC NBC NEWS CAPSULE-2-SUN.	2	9.41- 9.42PM	9.30								9,210	11.3	9,210	11.3	21	11.3	
NBC NBC NEWS CAPSULE-2-SUN(SUS)	1	9.58- 9.59PM	9.45								9,780	12.0	9,780	12.0	21	12.0	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.15	10,510	12.9	10,600	13.0	24	8.9	M-F	11,000	13.5	11,000	13.5	25	8.6	M-F
			9.45						13.6	TUTHF						15.0	TU-TH
			10.00													14.0	FRI.
			10.30						14.1	WED.							
ABC ABC NEWS:NIGHTLINE-MON	1	11.30-12.04AM	11.30	5,300	6.5	3,670	4.5	13	4.8	MON.							
			11.45						4.1	MON.							
			12.00						4.5	MON.							
ABC ABC NEWS:NIGHTLINE-T-F	1	11.30-12.00MD	11.30	6,030	7.4	4,810	5.9	16	6.6	TUTHF							

	2	>	11.30						5.2	TUTHF	6,280	7.7	4,890	6.0	17	6.9	TU-F
			11.45													5.3	TU-F
			12.00													5.6	TUE.
ABC ABC MOVIE OF THE WEEK	1	12.04- 1.15AM	12.00	4,080	5.0	2,040	2.5	10	3.5	MON.							
			12.15						3.0	MON.							
			12.30						2.4	MON.							
			12.45						2.0	MON.							
ABC ABC NEWS:NIGHTLINE(B)	1	12.11-12.41AM	1.00						1.7	MON.							
			12.00	4,480	5.5	3,500	4.3	16	5.2	WED.							
			12.15						4.5	WED.							
			12.30						3.6	WED.							
ABC FANTASY ISLAND-12.00	1	12.00- 1.09AM	12.00	4,480	5.5	2,770	3.4	14	3.3	TUE.							
	2	12.07- 1.15AM	12.00								4,810	5.9	3,100	3.8	17	3.5	TUE.
			12.15						3.2	TUE.						3.5	TUE.
			12.30						3.5	TUE.						4.1	TUE.
ABC FRIDAYS			12.45						3.6	TUE.						4.2	TUE.
			1.00						3.2	TUE.						3.7	TUE.
	1	12.00- 1.11AM	12.00	5,870	7.2	3,180	3.9	14	3.9	FRI.							
			12.15						3.9	FRI.							
ABC LOVE BOAT-12.00			12.30						4.3	FRI.							
			12.45						4.0	FRI.							
			1.00						3.7	FRI.							
	2	12.00- 1.08AM	12.00								4,400	5.4	2,610	3.2	13	3.0	WED.
			12.15													2.8	WED.
			12.30													3.1	WED.
			12.45													3.7	WED.
			1.00													3.6	WED.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC PGA CHAMPIONSHIP-FRI(S)	2	12.00-12.30AM	12.00 12.15								2,770	3.4	2,280	2.8	10	3.2 2.3	FRI. FRI.
ABC VEGA\$-12.00		12.00- 1.09AM	12.00 12.15 12.30 12.45 1.00	3,990	4.9	2,280	2.8	11	2.4	THU.	4,890	6.0	3,020	3.7	15	3.3 3.5 4.1 4.0 3.5	THU. THU. THU. THU. THU.
ABC LOVE BOAT-12.00	1	12.41- 1.50AM	12.30 12.45 1.00 1.15 1.30 1.45	3,590	4.4	2,530	3.1	16	2.2	WED.							
ABC FRIDAYS-PART 2	1	1.11- 1.20AM	1.00 1.15	3,020	3.7	2,530	3.1	14	3.3 2.9	FRI. FRI.							
ABC ABC MOVIE OF THE WEEK-2	1	1.20- 1.29AM (SUS)															
	1	1.15- 1.27AM	1.15	1,060	1.3	1,140	1.4	9	1.4	MON.							
	1	1.27- 2.15AM (SUS)															
ABC ABC NEWS:NIGHTLINE-MON	2	2.05- 2.35AM	2.00 2.15								2,040	2.5	1,790	2.2	18	2.5 2.1	MON. MON.
CBS NEWSBREAK-M-F	>	2.30 8.15 8.45 9.30		9,130	11.2	8,800	10.8	21	14.5 10.7 9.2	M-F TUTHF WED.	8,480	10.4	8,480	10.4	21	2.1 11.1 10.2	MON. M-F TU-F
CBS LATE MOVIE I	>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15		7,820	9.6	4,970	6.1	21	6.6 6.6 6.3 6.1 5.8 5.3 4.1 4.0	M-F MTUTHF M-F M-F M-F M-F WED. WED.	7,660	9.4	4,970	6.1	20	6.6 6.4 6.2 5.9 5.5 5.2	M-F M-F M-F M-F M-F M-F
		VARIOUS TIMES (SUS)															
CBS LATE MOVIE II	>	12.30 12.45 1.00 1.15 1.30 1.45 2.00		4,560	5.6	3,500	4.3	23	4.6 4.6 4.4 4.3 4.0 3.6 3.2	M-F MTUTHF M-F M-F M & W M & W WED.	4,400	5.4	3,340	4.1	22	4.4 4.6 4.1 3.6 3.6	M-F M-F M-F M-F FRI.
		VARIOUS TIMES (SUS)															
NBC NBC NEWS CAPSULE-M-F	2 1	> >	8.15 8.45 9.00 9.15	7,660	9.4	7,660	9.4	18	9.3 8.0 12.5	M-F MWF MWF	6,760	8.3	6,760	8.3	17	5.7 9.8 6.2	M-F MWF FRI.
NBC NBC NEWS CAPSULE-2-M-F	>	9.45 10.15		7,170	8.8	7,170	8.8	16	8.4 9.5	MWF WED.	6,930	8.5	6,930	8.5	16	8.5	MWF

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
NBC TONIGHT SHOW	>	11.30	11.30	8,640	10.6	5,300	6.5	21	7.6	M-F	8,720	10.7	5,130	6.3	20	7.3	M-F		
		11.45	11.45				7.3*	20*	7.0	MTUTHF				7.0*	19*	6.7	M-F		
		12.00	12.00						6.5	M-F						6.2	M-F		
		12.15	12.15				6.0*	20*	5.6	M-F				5.6*	20*	5.0	M-F		
		12.30	12.30						6.2	WED.									
		12.45	12.45				5.6*	24*	4.9	WED.									
NBC DAVID LETTERMAN I	>	12.30	12.30	3,180	3.9	2,610	3.2	15	3.4	M-TH	3,020	3.7	2,280	2.8	13	3.2	M-TH		
		12.45	12.45						2.9	MTUTH						2.5	M-TH		
		1.00	1.00						3.5	WED.									
		1.15	1.15						3.3	WED.									
NBC SCTV NETWORK		12.30- 2.00AM	12.30	5,950	7.3	2,850	3.5	16	4.4	FRI.	5,710	7.0	2,770	3.4	18	4.4	FRI.		
			12.45				4.2*	16*	4.0	FRI.				4.1*	18*	3.8	FRI.		
			1.00						3.8	FRI.						3.3	FRI.		
			1.15				3.7*	17*	3.6	FRI.				3.2*	17*	3.1	FRI.		
			1.30						2.8	FRI.						2.9	FRI.		
			1.45				2.6*	15*	2.4	FRI.				2.8*	20*	2.7	FRI.		
NBC DAVID LETTERMAN II	>	1.00	1.00	2,280	2.8	1,960	2.4	15	2.5	M-TH	1,960	2.4	1,630	2.0	12	2.1	M-TH		
		1.15	1.15						2.1	MTUTH						1.8	M-TH		
		1.30	1.30						2.9	WED.									
		1.45	1.45						2.2	WED.									
NBC NBC NEWS OVERNIGHT-M-F	>	1.30	1.30	1,390	1.7	1,140	1.4	11	1.4	M-F	1,550	1.9	1,140	1.4	12	1.4	M-F		

			1.45				1.4*	11*	1.4	MTUTH					1.4*	11*	1.3	M-TH	
			2.00						1.5	W & F							1.2	M-F	
			2.15				1.4*	11*	1.4	W & F					1.7*	15*	1.7	M-F	
			2.30						1.2	WED.									
	VARIOUS TIMES	(SUS)																	
DAY MONDAY-FRIDAY																			
ABC ABC NEWS THIS MORNING-645		6.45- 7.00AM	6.45	1,550	1.9	1,390	1.7	20	1.7	M-F		1,470	1.8	1,390	1.7	20	1.7	M-F	
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F								M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,340	9.0	7,090	8.7	28	8.7	M-F		7,660	9.4	7,340	9.0	29	9.0	M-F	
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F								M-F	
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F								M-F	
CBS SUMMER SEMESTER-MWF(SUS)		6.00- 6.30AM	6.00							M-F								M-F	
CBS SUMMER SEMESTER-TTH(SUS)		6.00- 6.30AM	6.00							M-F								M-F	
CBS CAPTAIN KANGAROO		6.30- 7.00AM	6.30	490	.6		<<		<<	M-F		410	.5		<<		<<	M-F	
			6.45						<<	M-F							<<	M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,790	7.1	5,620	6.9	27	6.9	M-F		5,870	7.2	5,620	6.9	27	6.9	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,970	6.1	4,810	5.9	20	5.9	M-F		5,460	6.7	5,050	6.2	21	6.2	M-F	
CBS AFTERNOON PLAYHOUSE-TUE(S)	2	4.30- 5.30PM	4.30									6,030	7.4	3,500	4.3	14	3.7	TUE.	
			4.45												3.7*	12*	3.8	TUE.	
			5.00														4.6	TUE.	
			5.15												4.9*	16*	5.3	TUE.	
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30	1,220	1.5	980	1.2	15	1.1	M-F		900	1.1	820	1.0	13	.9	M-F	
			6.45						1.4	M-F							1.0	M-F	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	2,200	2.7	1,960	2.4	24	2.4			1,630	2.0	1,300	1.6	15	1.6		
ABC SCHOOLHOUSE ROCK-8.55AM		8.55- 8.59AM	8.45	2,530	3.1	2,450	3.0	20	3.0			2,690	3.3	2,280	2.8	20	2.8		
ABC SCHOOLHOUSE ROCK-9.25AM		9.25- 9.29AM	9.15	3,020	3.7	2,450	3.0	18	3.0			3,260	4.0	2,930	3.6	19	3.6		
ABC DEAR ALEX & ANNIE-10.56AM		10.56-10.59AM	10.45	3,830	4.7	3,500	4.3	19	4.3			2,930	3.6	2,770	3.4	15	3.4		
ABC ABC WIDE WORLD-SPORTS SAT	2	1.30- 5.22PM	-GRID 5.15									17,200	21.1	5,950	7.3 8.8*	25 28*	8.5		
CBS SUMMER SEMESTER-SAT(SUS)		6.00- 6.30AM	6.00																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,630	2.0	1,470	1.8	15	1.8			2,690	3.3	2,530	3.1	26	3.1		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	1,870	2.3	1,870	2.3	15	2.3			2,120	2.6	2,120	2.6	18	2.6		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,100	3.8	2,610	3.2	19	3.2			2,850	3.5	2,530	3.1	17	3.1		
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	3,830	4.7	3,670	4.5	22	4.5			4,650	5.7	4,320	5.3	26	5.3		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,650	5.7	4,480	5.5	24	5.5			5,300	6.5	5,130	6.3	29	6.3		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,220	6.4	4,810	5.9	25	5.9			5,380	6.6	4,970	6.1	26	6.1		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,340	4.1	3,100	3.8	16	3.8			3,670	4.5	3,340	4.1	17	4.1		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,180	3.9	2,770	3.4	14	3.4			3,100	3.8	2,690	3.3	14	3.3		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,670	4.5	3,500	4.3	18	4.3			3,910	4.8	3,500	4.3	18	4.3		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,260	4.0	2,850	3.5	14	3.5			3,500	4.3	3,020	3.7	14	3.7		

NBC BETCHA DON'T KNOW-8:28AM		8.28- 8.30AM	8.15	3,100	3.8	3,020	3.7	36	3.7			2,360	2.9	2,280	2.8	26	2.8		
NBC BETCHA DON'T KNOW-9:28AM		9.28- 9.30AM	9.15	5,300	6.5	5,130	6.3	39	6.3			5,950	7.3	5,790	7.1	40	7.1		
NBC BETCHA DON'T KNOW-10:28AM		10.28-10.30AM	10.15	3,990	4.9	3,910	4.8	23	4.8			3,750	4.6	3,750	4.6	22	4.6		
NBC BETCHA DON'T KNOW-11:58AM		11.58-12.00NN	11.45	3,180	3.9	3,020	3.7	16	3.7			3,260	4.0	3,100	3.8	16	3.8		
NBC BETCHA DON'T KNOW-12:28PM		12.28-12.30PM	12.15	2,850	3.5	2,610	3.2	13	3.2			2,930	3.6	2,930	3.6	15	3.6		
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.17PM	-GRID 2.15	4,730	5.8	4,320	5.3	21		6.1									
NBC NBC BASEBALL FILL(SUS)	2	5.19- 5.30PM	5.15																
DAY SUNDAY																			
ABC KIDS ARE PEOPLE TOO I	2	10.30-11.02AM	-GRID 11.00									1,630	2.0	1,140	1.4	7		1.7	
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	1,960	2.4	1,790	2.2	10	2.2			2,200	2.7	1,960	2.4	11	2.4		
CBS CBS NEWS SPECIAL RPT. SUN(SUS)	1	8.05- 8.07AM	8.00																
CBS MIGHTY MOUSE/HECKLE-JECKL(SUS)	1	8.00- 8.30AM	8.00																
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15																
CBS DRAK PACK(SUS)	1	8.30- 9.00AM	8.30																
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45																
CBS CANADIAN OPEN GOLF-SUN(S)	1	2.00- 4.03PM	-GRID 4.00	6,680	8.2	3,500	4.3	14		4.6									
CBS US CLAY COURT TENNIS-SUN(S)	2	2.00- 5.13PM	-GRID 5.00									9,130	11.2	2,930	3.6	12		4.7	